CLAIMS

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1. In a system including an advice consumer for gathering broadcast information from a communications medium and a reader associated with said advice consumer for determining relevance of said broadcast information, a communications system comprising:

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an advice provider which broadcasts information over a communications medium to a third party to target information of interest to consumers;

wherein said advice consumer is advised of said information if said information meets certain predetermined relevance criteria; and

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wherein said advice provider offers highly targeted advice without compromising individual privacy.

2. The system of Claim 1, wherein said information of interest to consumers comprises any of consumer product warnings, recalls, and safety advisories.

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3. The system of Claim 2, wherein said consumer product warning comprise information concerning drug products and their interactions.

4. The system of Claim 3, wherein said third party is a pharmacy; and wherein

25 said advice provider comprises an advice site which operates to notify pharmacies about potentially damaging drug interactions in their customer base.

5. The system of Claim 4, wherein any of the FDA and other organizations which may include pharmaceutical manufacturers and consumer organizations, may

30 submit one or more advisories which contain information about interactions and side effects of medications to said advice site.

6. The system of Claim 5, wherein said one or more advisories comprise:

5   a relevance clause which asserts the existence in a pharmacy database of customers with active prescriptions for drugs having a known, potentially damaging interaction;

human readable content which tells about said interaction, tells a pharmacist that he has such an interaction in his client base, and urges said pharmacist to

10   correct the situation.

7. The system of Claim 4, wherein said advice site collects and posts said submissions.

15 8. The system of Claim 4, wherein one or more pharmacies subscribe to said advice site.

9. The system of Claim 8, further comprising:

a pharmacy customer database inspector which is installed on a pharmacy

20   computer for determining if any patients in said pharmacy database have a certain prescription.

10. The system of Claim 9, wherein said pharmacy computer gathers advisories routinely;

25   wherein relevance evaluation generates queries to said pharmacy customer database inspector;

wherein said pharmacy customer database inspector queries said pharmacy database; and

wherein relevant messages are provided by said pharmacy to appropriate

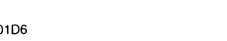30   pharmacy customers for dangerous drug combinations.

11. The system of Claim 3, wherein said third party is a physician; and

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5   wherein said advice provider comprises an advice site which operates to
notify physicians about potentially damaging drug interactions in their patient
base, said system further comprising:

a physician patient database inspector for those physicians who keep
track of patient subscriptions on their office computers for determining if any
10   patients in said physician patient database have a certain prescription.

12. The system of Claim 3, , wherein said third party is an individual; and
wherein said advice provider comprises an advice site which operates to
notify individuals about potentially damaging drug interactions, said system
15   further comprising:

an individual health record database inspector for those Individuals who
enter their own subscriptions in a user profile.

13. The system of Claim 8, further comprising:
20   an information exchange program for allowing a user to query remotely
said pharmacy database for information concerning said user.

14. The system of Claim 1, wherein said information comprises any of any
condition which could be identified by specifying properties which arise singly or
25   in combination in one or more databases, and conditions which, although not
explicitly mentioned in said one or more databases, can be inferred to exist with
high probability based on statistical or other inferences based on information in
said one or more databases.

15. A method for remotely and anonymously inspecting one or more
communicating devices for information of interest to information consumers, said
method comprising the steps of:

5   providing a third party consumer database inspector which is installed on a third party computer for determining if said information is relevant to any individuals in a consumer database;

said third party computer gathering advisories routinely from an advice provider which broadcasts information over a communications medium to one or 10 more third parties to target information of interest to consumers;

using relevance evaluation to generate queries to said third party consumer database inspector;

said third party consumer database inspector querying said consumer database; and

15   providing relevant messages from said third party to appropriate consumers to advise said consumers of relevant information.

16. The method of Claim 15, , wherein said information of interest to consumers comprises any of consumer product warnings, recalls, and safety advisories.

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17. The method of Claim 16, wherein said third party comprises one or more pharmacies.

18. The method of Claim 17, wherein said information comprises information 25 concerning drug interactions.

19. The method of Claim 15, wherein said information comprises any of any condition which could be identified by specifying properties which arise singly or in combination in one or more databases, and conditions which, although not 30 explicitly mentioned in said one or more databases, can be inferred to exist with high probability based on statistical or other inferences based on information in said one or more databases.

5   20. In a system including an advice consumer for gathering broadcast information from a communications medium and a reader associated with said advice consumer for determining relevance of said broadcast information, a communications method comprising the steps of:

providing one or more advice providers which broadcast information over 10 a communications medium to a third party to target information of interest to advice consumers;

advising said advice consumer of said information if said information meets certain predetermined relevance criteria; and

said advice provider offering highly targeted advice without compromising 15 individual privacy.

21. The method of Claim 20, wherein said information of interest to consumers comprises any of consumer product warnings, recalls, and safety advisories.

20   22. The method of Claim 21, wherein said consumer product warning comprise information concerning drug products and their interactions.

23. The method of Claim 22, wherein said third party is a pharmacy; and

wherein said advice provider comprises an advice site which operates to 25 notify pharmacies about potentially damaging drug interactions in their customer base.

24. The method of Claim 23, wherein any of the FDA and other organizations which may include pharmaceutical manufacturers and consumer organizations, 30 may submit one or more advisories which contain information about interactions and side effects of medications to said advice site.

25. The method of Claim 24, wherein said one or more advisories comprise:

5   a relevance clause which asserts the existence in a pharmacy database of customers with active prescriptions for drugs having a known, potentially damaging interaction;

human readable content which tells about said interaction, tells a pharmacist that he has such an interaction in his client base, and urges said pharmacist to

10   correct the situation.

26. The method of Claim 23, wherein said advice site collects and posts said submissions.

15   27. The method of Claim 23, wherein one or more pharmacies subscribe to said advice site.

28. The method of Claim 27, further comprising the step of:

providing a pharmacy customer database inspector which is installed on a

20   pharmacy computer for determining if any patients in said pharmacy database have a certain prescription.

29. The method of Claim 28, further comprising the steps of:

said pharmacy computer gathering advisories routinely;

25   using relevance evaluation to generate queries to said pharmacy customer database inspector;

using said pharmacy customer database inspector to query said pharmacy database; and

providing relevant messages from said pharmacy to advise appropriate

30   pharmacy customers of dangerous drug combinations.

30. The method of Claim 22, wherein said third party is a physician; and

5   wherein said advice provider comprises an advice site which operates to

notify physicians about potentially damaging drug interactions in their patient

base, said method further comprising the step of:

      providing a physician patient database inspector for those physicians who

keep track of patient subscriptions on their office computers for determining if any

10   patients in said physician patient database have a certain prescription.

31. The method of Claim 22, wherein said third party is an individual; and

      wherein said advice provider comprises an advice site which operates to

notify individuals about potentially damaging drug interactions, said method

15   further comprising the step of:

      providing an individual health record database inspector for those

Individuals who enter their own subscriptions in a user profile.

32. The method of Claim 27, further comprising the step of:

20   allowing a user to query remotely said pharmacy database for information

concerning said user.

33. The method of Claim 20, wherein said information comprises any of any

condition which could be identified by specifying properties which arise singly or

25   in combination in one or more databases, and conditions which, although not

explicitly mentioned in said one or more databases, can be inferred to exist with

high probability based on statistical or other inferences based on information in

said one or more databases.

30   34. A system for remotely and anonymously inspecting one or more

communicating devices for information of interest to information consumers, said

system comprising:

5   a third party consumer database inspector which is installed on a third party computer for determining if said information is relevant to any individuals in a consumer database;

said third party computer including a module for gathering advisories routinely from an advice provider which broadcasts information over a communications medium to one or more third parties to target information of interest to consumers;

a relevance evaluation module for generating queries to said third party consumer database inspector;

said third party consumer database inspector including a module for querying said consumer database; and

means for providing relevant messages from said third party to appropriate consumers to advise said customers of relevant information.

35. The system of Claim 34, wherein said information of interest to consumers comprises any of consumer product warnings, recalls, and safety advisories.

36. The system of Claim 35, wherein said third party comprises one or more pharmacies.

37. The system of Claim 36, wherein said information comprises information concerning drug interactions.

38. The system of Claim 34, wherein said information comprises any of any condition which could be identified by specifying properties which arise singly or in combination in one or more databases, and conditions which, although not explicitly mentioned in said one or more databases, can be inferred to exist with high probability based on statistical or other inferences based on information in said one or more databases.

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